V. Slims
- promo incidence - 97+

- Start Jan 1996

· MSA · Share of shipments by Region
(trend

Virginia Slims Report Card

~~- STARS by Regio~~

· V. Slims here
- Nielsen, Stars
- MSA · Consumer Tracking

January 27, 1998

A. Wheelock

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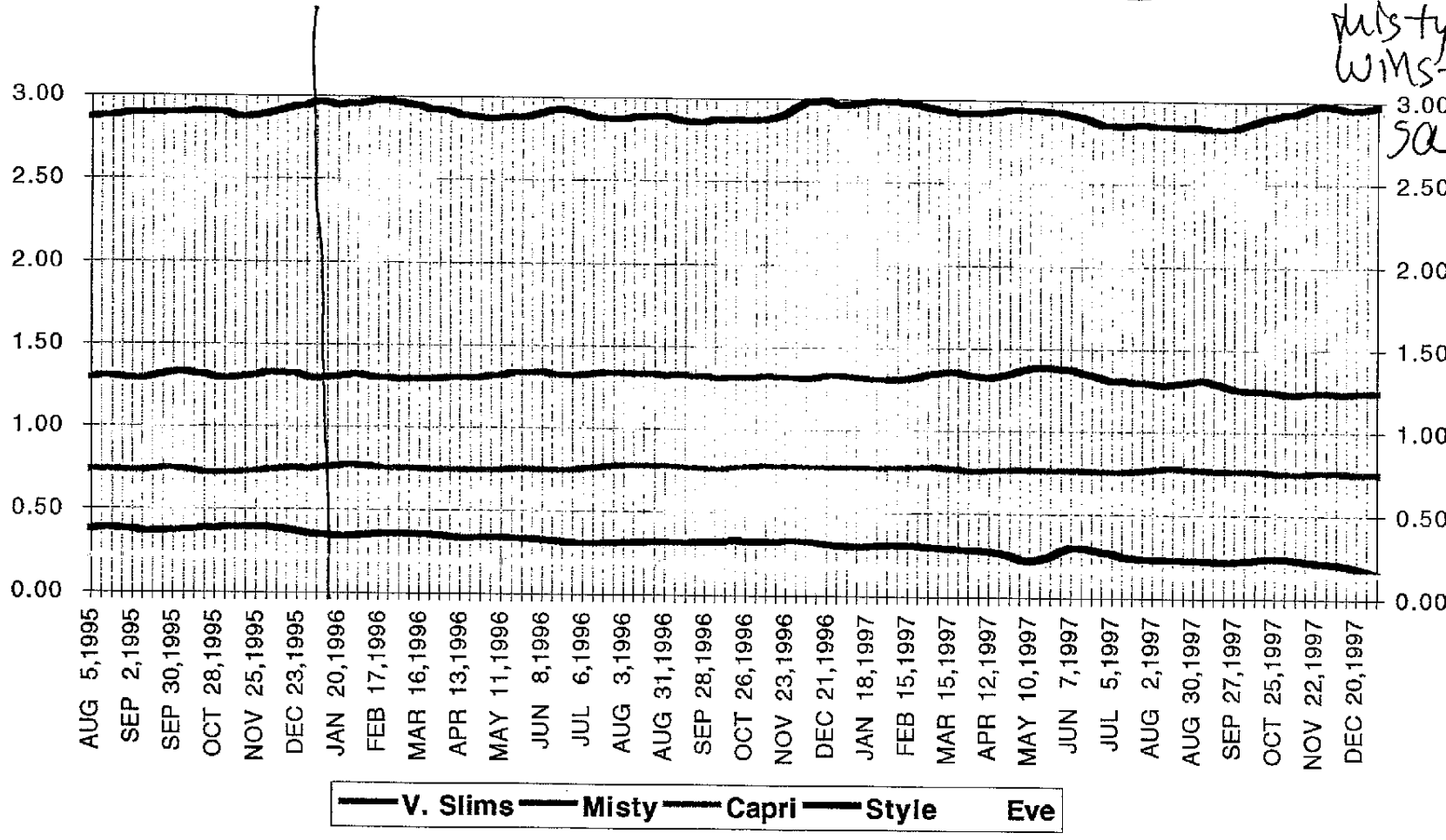
Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

FEMALE BRANDS SHARE EVOLUTION

- TOTAL U.S.

(add'l chart) Slims Newport Camel Doral Misty N Winston Salem



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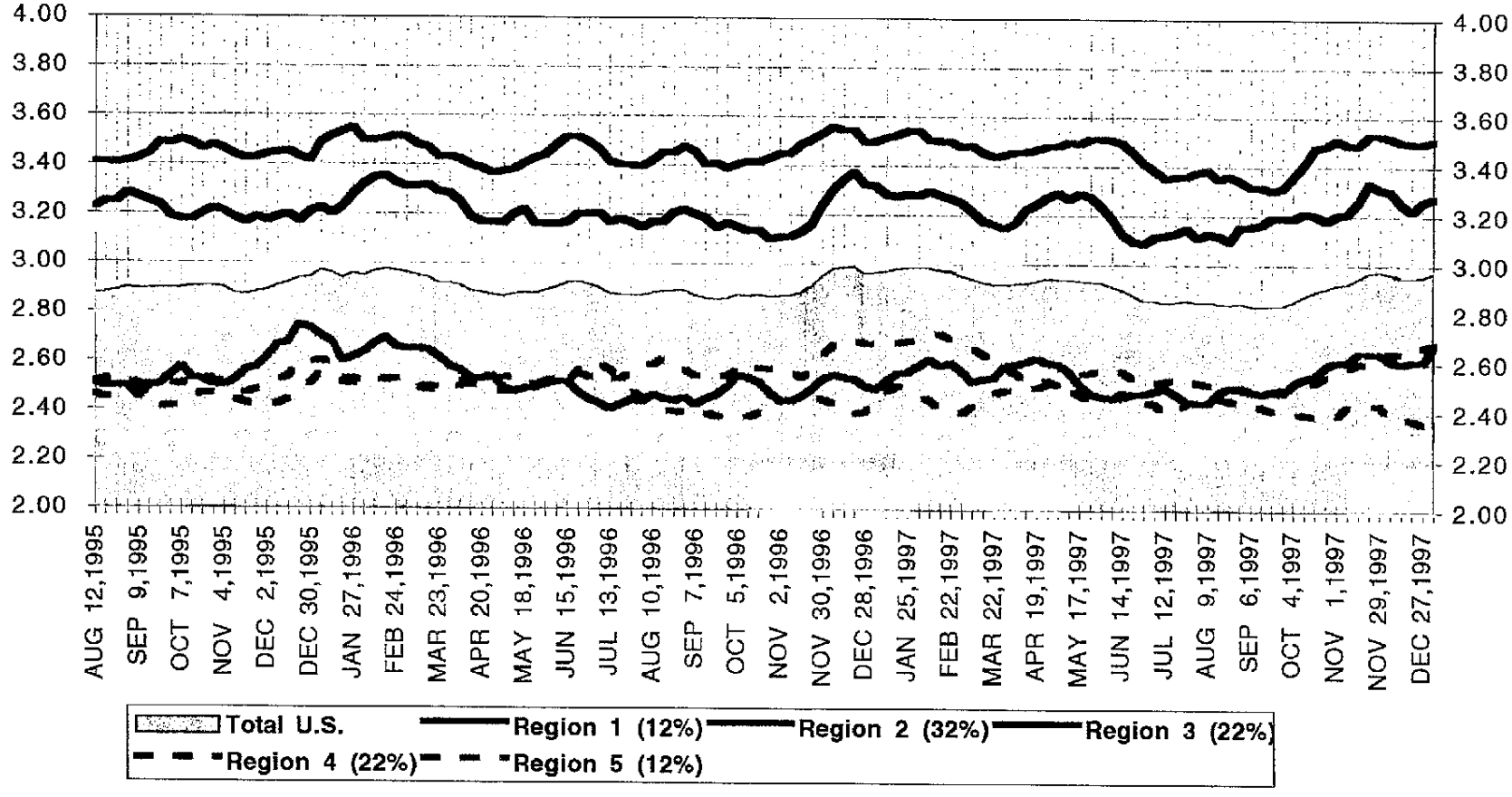
SOURCE: Nielsen 4wm

Source: https://www.industrydocuments.ucsf.edu/docs/ttfm0004

VIRGINIA SLIMS SHARE EVOLUTION BY REGION



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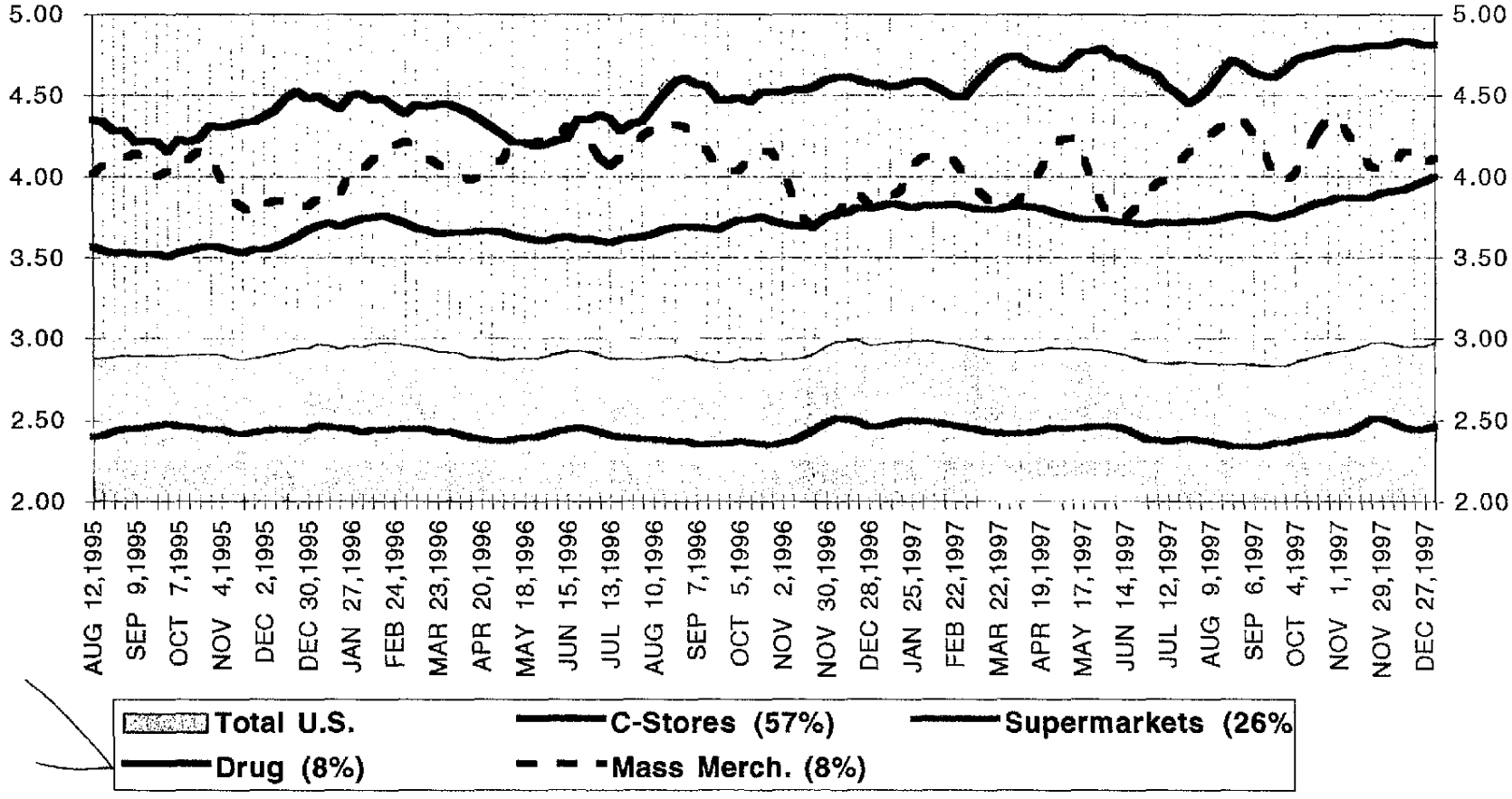
SOURCE: Nielsen 4wm
(Contribution to V. Slims Volume)

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

VIRGINIA SLIMS SHARE EVOLUTION BY TRADE CLASS



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SOURCE: Nielsen 4wm
(Contribution to V. Slims Volume)

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

VIRGINIA SLIMS PERFORMANCE BY MARKET

	V. Slims SDI	V. Slims Share		V. Slims Volume %Cont	V. Slims Contribution Rank
Total U.S.	100	2.39		100.00	
Region 1	86	2.06		13.73	
Region 2	116	2.79		30.39	
Region 3	112	2.67		21.19	
Region 4	91	2.17		21.92	
Region 5	87	2.08		12.77	
4F0 Detroit	182	4.35		2.35	10
4L0 Chicago	181	4.34		5.07	2
3H0 Lake Charles	176	4.21		0.62	56
3G0 New Orleans	170	4.07		1.89	15
3Q0 Houston	158	3.78		2.56	8
3E0 Jackson	158	3.77		1.32	32
2J0 Atlanta	155	3.72		3.24	4
3N0 Dallas	149	3.57		2.81	6
2K0 Birmingham	145	3.48		2.00	14
3D0 Memphis	139	3.32		1.61	22
3R0 Waco	134	3.20		0.84	50
3F0 Little Rock	132	3.17		1.44	27
2N0 Pensacola	131	3.13		1.64	19
2B0 Washington	130	3.10		2.20	12
2L0 Savannah	127	3.03		1.07	39
1H0 New York	125	2.99		5.50	1
2C0 Richmond	121	2.90		2.76	7
2F0 Columbia	116	2.78		1.77	17
5L0 Los Angeles	116	2.77		3.34	3
2G0 Greenville	116	2.77		1.24	34
2M0 Jacksonville	115	2.76		1.48	25
2I0 Nashville	115	2.74		1.56	23
1I0 Philadelphia	114	2.72		3.03	5
2Q0 Miami	112	2.69		0.96	45
3O0 Midland	111	2.66		0.53	63
2P0 Tampa	108	2.58		2.26	11
2A0 Baltimore	108	2.58		1.19	36
2O0 Orlando	106	2.54		2.01	13
2E0 Charlotte	101	2.41		2.39	9
3A0 St. Louis	100	2.41		1.45	26
5M0 San Diego	100	2.40		0.98	43
4A0 Pittsburgh	96	2.29		1.67	18
3M0 Oklahoma City	95	2.28		1.39	30
2D0 Raleigh	95	2.26		1.55	24
4M0 Peoria	94	2.24		1.24	35
5I0 San Francisco	93	2.23		1.41	28

26 w/e Share Δ vs. Yago

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SOURCE: STARS 13 w/e Dec 27, 1997

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

VIRGINIA SLIMS PERFORMANCE BY MARKET

5F0 Salt Lake	91	2.18		0.75	54
2H0 Knoxville	91	2.17		1.80	16
4B0 Cleveland	90	2.16		1.64	20
4G0 Grand Rapids	88	2.11		0.85	49
5E0 Denver	83	2.00		1.62	21
3L0 Tulsa	83	1.99		0.96	44
4E0 Saginaw	80	1.91		0.76	53
3S0 San Antonio	79	1.90		0.60	60
1C0 Hartford	79	1.88		0.83	51
3K0 Kansas City	78	1.87		1.02	42
3P0 Albuquerque	77	1.84		0.45	66
5H0 Sacramento	76	1.82		0.96	46
5G0 Phoenix	75	1.81		0.88	47
4H0 Toledo	75	1.79		1.12	38
5J0 Fresno	74	1.76		0.44	67
4C0 Columbus	73	1.76		1.03	41
4D0 Cincinnati	73	1.76		1.37	31
4J0 Louisville	72	1.73		1.06	40
1J0 Harrisburg	72	1.72		1.40	29
3C0 Paducah	71	1.69		0.56	62
4I0 Indianapolis	67	1.61		1.13	37
5C0 Seattle	66	1.59		0.61	58
1D0 Rhode Island	65	1.56		0.42	70
1B0 Boston	63	1.50		1.31	33
4Q0 Milwaukee	61	1.46		0.62	57
3B0 Springfield	58	1.40		0.50	65
5D0 Portland	58	1.39		0.73	55
4K0 Lexington	56	1.33		0.79	52
4O0 Minneapolis	55	1.33		0.85	48
1G0 Buffalo	55	1.31		0.51	64
3J0 Omaha	55	1.31		0.44	69
5B0 Spokane	53	1.27		0.58	61
3I0 Des Moines	52	1.24		0.60	59
1A0 Bangor	51	1.22		0.40	71
4P0 Sioux Falls	45	1.09		0.26	74
1E0 Albany	44	1.04		0.44	68
1F0 Syracuse	42	1.00		0.29	73
4N0 Green Bay	40	0.96		0.29	72

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SOURCE: STARS 13 w/e Dec 27, 1997

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

① V slims share age
· 25-29
· 30-34
· 35+

SMOKER SHARE AMONG WOMEN

② trended

12mm

	12mm Dec-97	Change vs. YAGO
Marlboro	31.5	1.2
Newport	6.6	0.2
Doral	6.2	0.5
V. Slims	5.6	-0.5
Basic	4.6	0.7
Salem	4.6	-0.5
Winston	4.1	-0.3
GPC	3.9	0.3
Misty	3.2	0.1

6m vs prev 6m.

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SOURCE: Consumer Tracking 12mm 12/97 vs. 12mm 12/96

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

SHARE AMONG WOMEN BY DEMOGRAPHICS

	V. Slims Share	Doral Share	Newport Share	Salem Share	Misty Share
Total Women	5.6	6.2	6.6	4.6	3.2
RACE:					
White	5.7	6.6	3.1	4	3.4
African American	5.8	2.7	36.1	11.2	2.1
Hispanic	3.7	3.5	21.9	2.9	1.7
Spanish Speaking	4.7	4.5	14.5	4.3	2.1
AGE:					
18-24	1.6	1.3	16	0.8	0.7
25-34	5.5	4.2	10.1	3.4	2.4
35+	6.5	7.8	3.6	5.7	4
35-44	7.8	6.8	6.5	5.9	3.8
45-54	6	8.6	2.1	6.2	3.8
55-64	4.9	8.9	1.1	5.3	4.3
65+	5.3	8	0.5	4.8	4.5
MEDIAN AGE	40.33	45.24	30.33	43.04	43.8
Region 1	4	3.3	14.1	4.4	2.2
Region 2	7.3	7.9	6.6	5.1	3.9
Region 3	6.8	8.9	2	4.1	3.6
Region 4	4.8	6.1	5.9	5.6	3.6
Region 5	5	3.9	2.7	2.4	2.1
Nielsen A	6.1	2.9	11.4	4.7	2.6
Nielsen B	5.8	6.2	6.6	4.6	3
Nielsen C	5.1	7.5	3.8	4.4	3.5
Nielsen D	5.2	9.6	2.3	4.4	4

Winston

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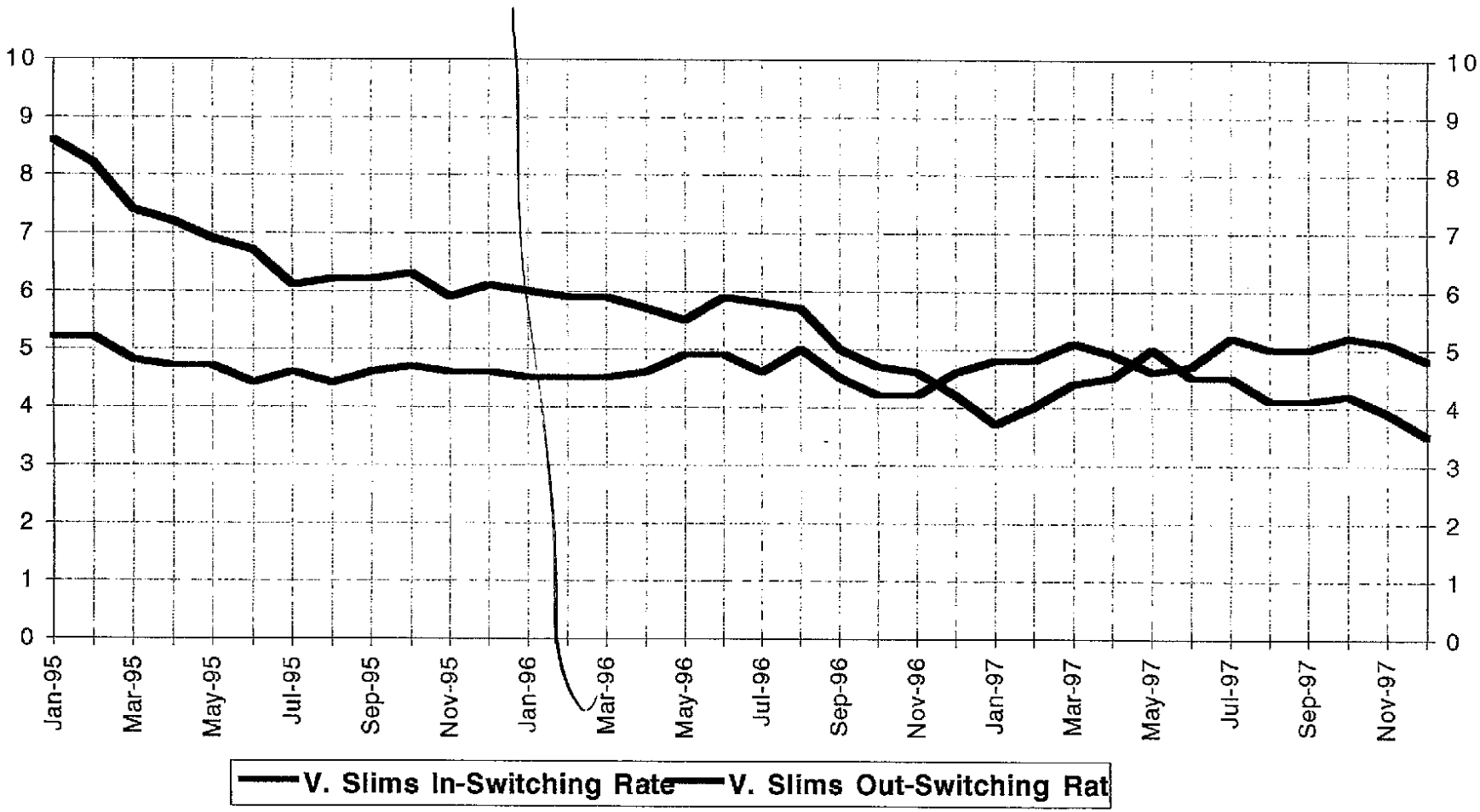
SOURCE: Consumer Tracking 12mm 12/97

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

VIRGINIA SLIMS SWITCHING TRENDS



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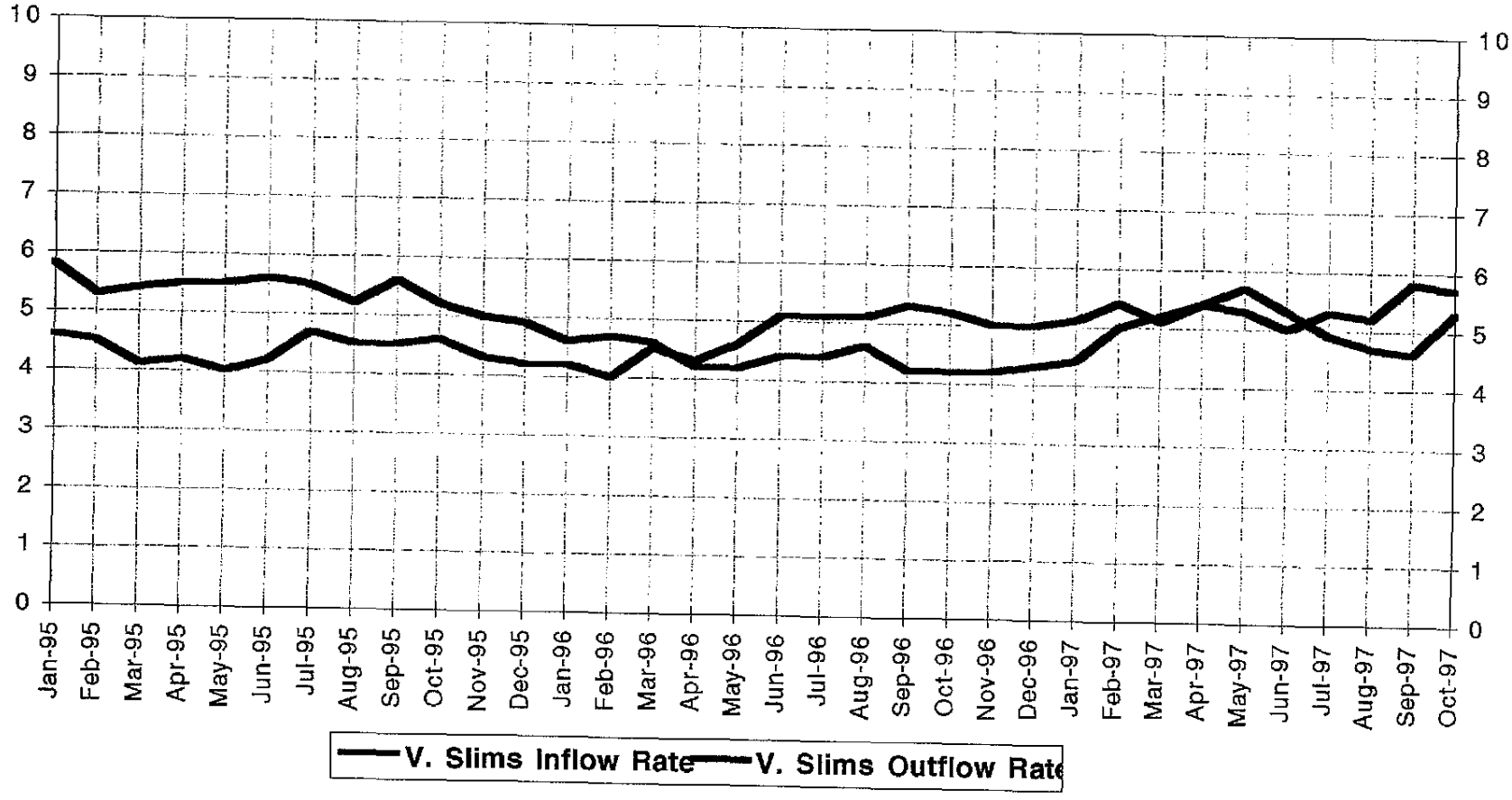
SOURCE: Consumer Tracking 12mm

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

VIRGINIA SLIMS ALTERNATE PURCHASING TRENDS



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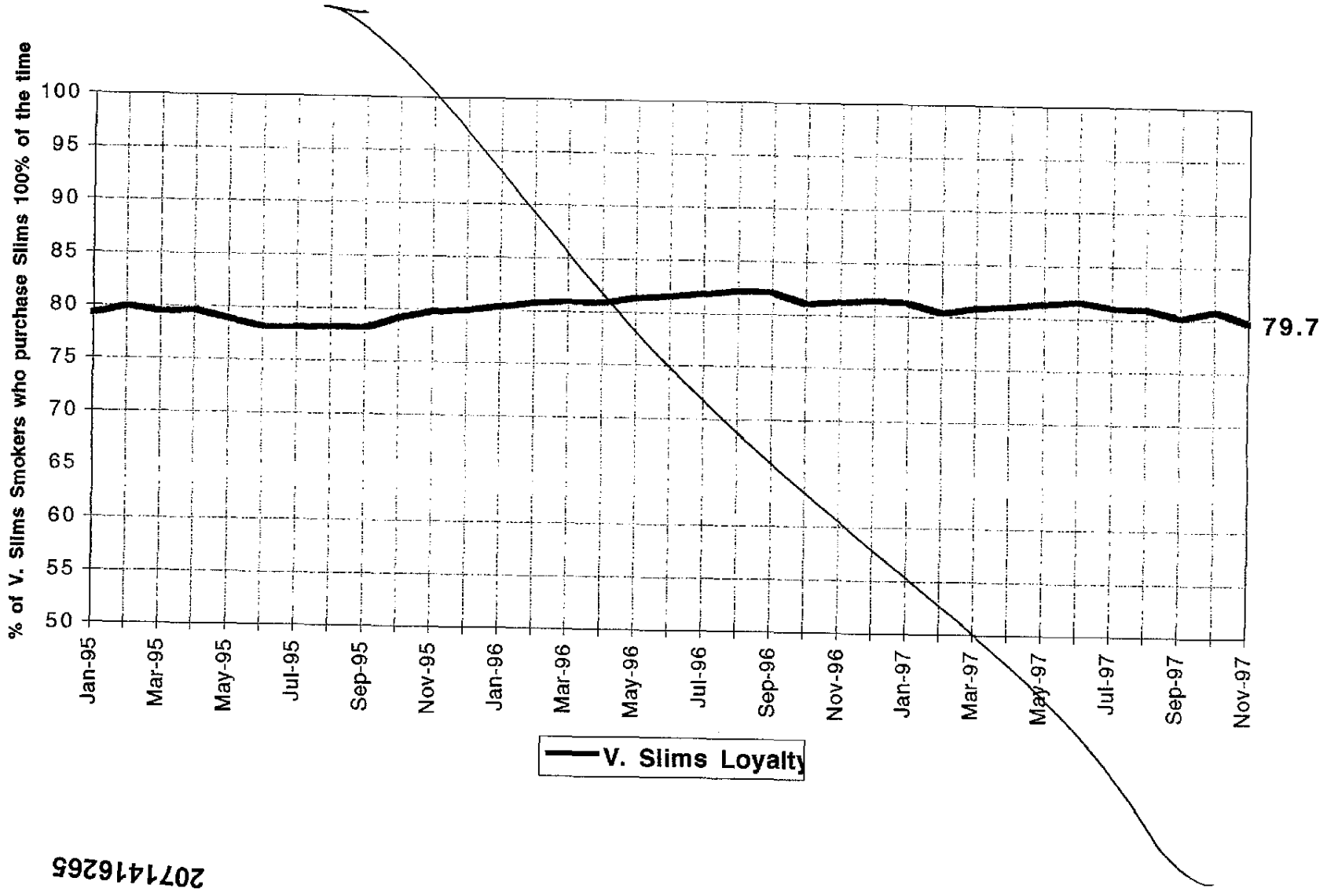
SOURCE: Volumetrics 12mm

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

VIRGINIA SLIMS LOYALTY



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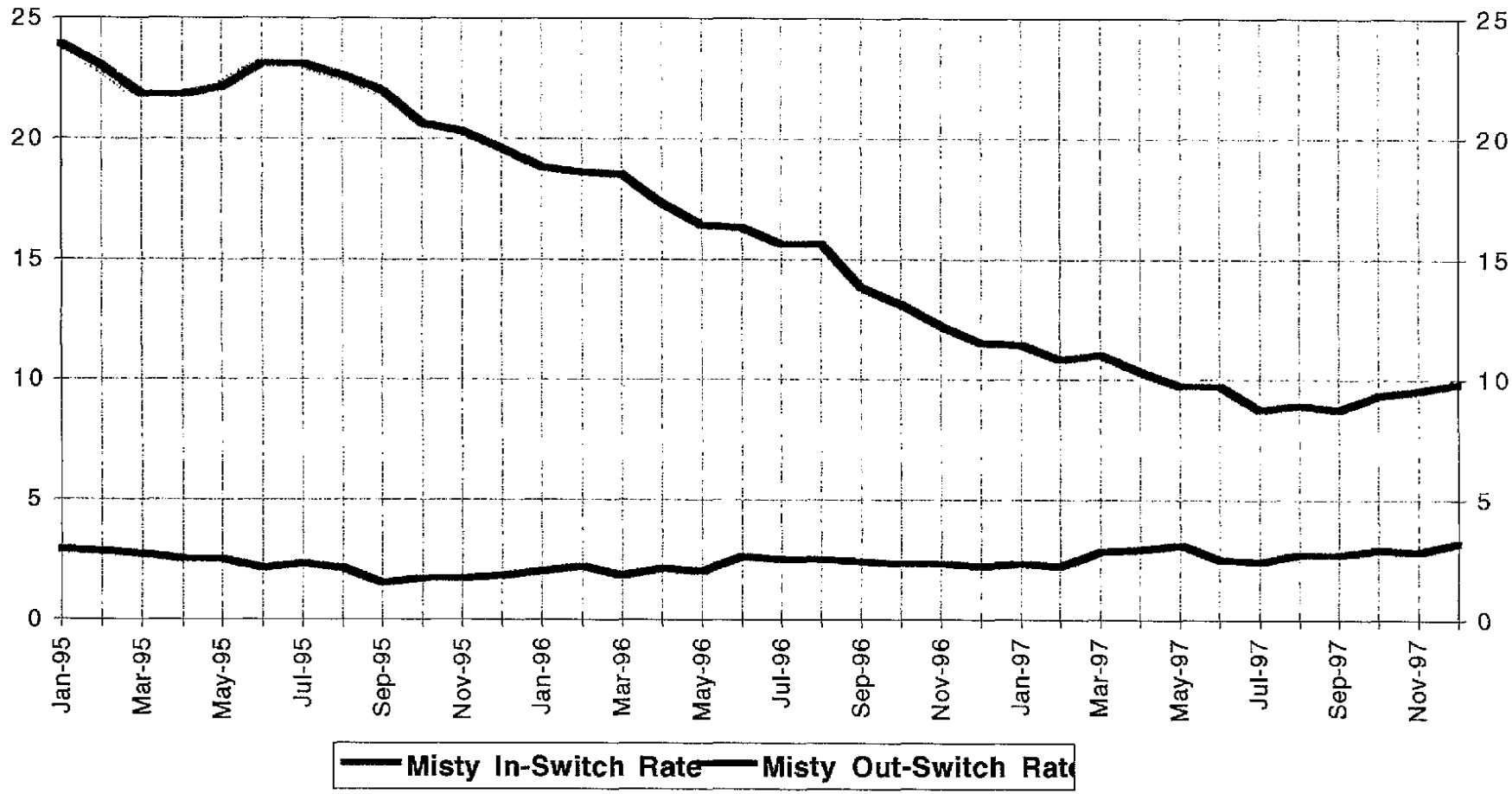
SOURCE: Volumetrics 12mm

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

MISTY SWITCHING TRENDS



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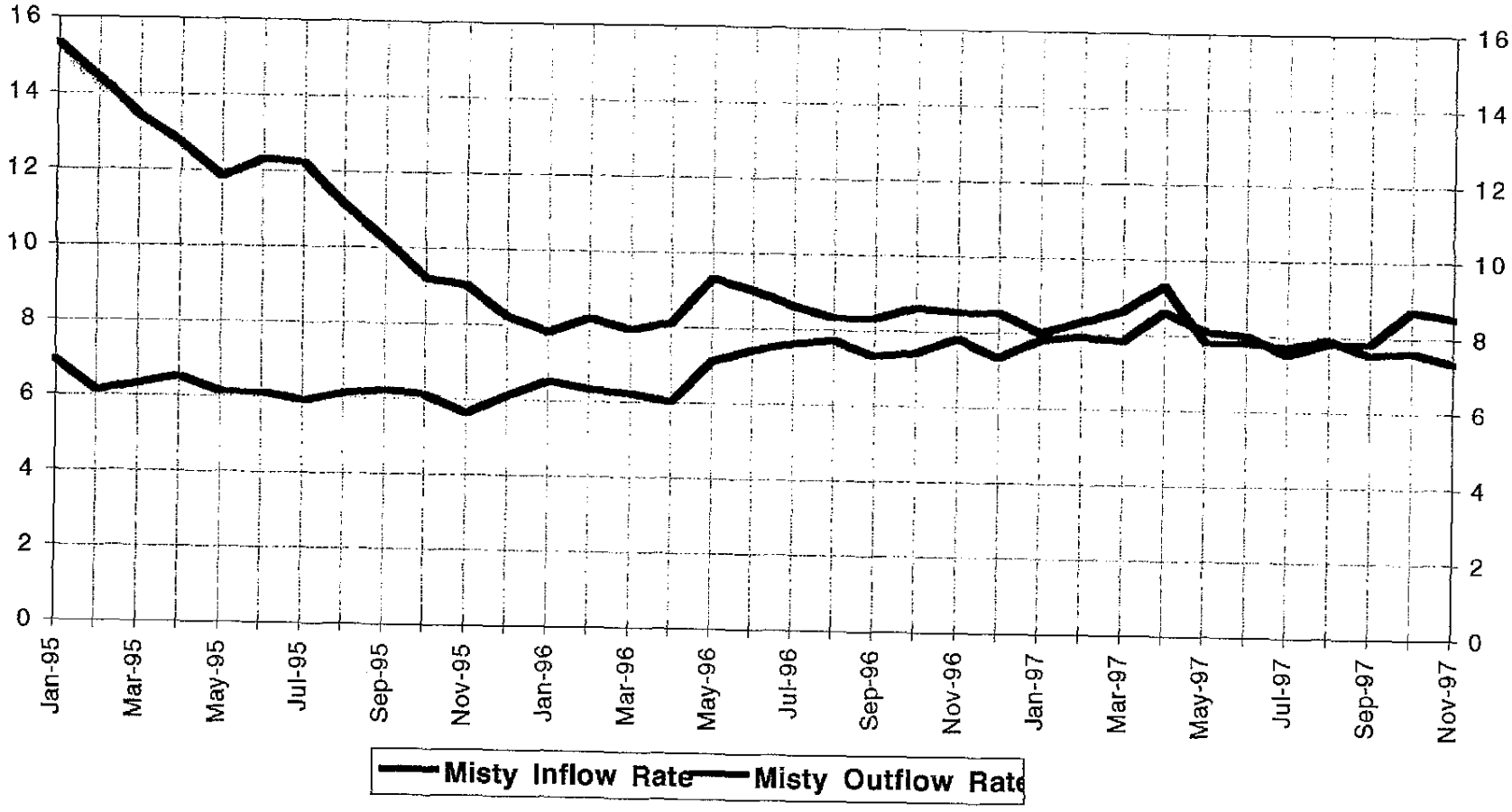
Sources of winston - inflow

SOURCE: Consumer Tracking 12mm

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004

MISTY ALTERNATE PURCHASING TRENDS



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SOURCE: Volumetrics 12mm

Source: https://www.industrydocuments.ucsf.edu/docs/ttlm0004